

ALL-TECH SMOKER TONIGHT

WILLIAM P. RYAN CHOSEN AS NEW HEAD OF COURSE X

Successor to Dr. Warren Lewis
Graduated 11 Years Ago
From Technology

GIVE OUT APPOINTMENTS

Professor William P. Ryan '18 was appointed head of the Department of Chemical Engineering at the meeting of the Corporation Wednesday. Professor Ryan has been Director of the School of Chemical Engineering Practice. He succeeds Dr. Warren K. Lewis as head of the department, Dr. Lewis desiring to be relieved of his executive duties to devote more time to teaching and research work in the department.

Professor Ryan was graduated from Technology in 1918. He served in the army in the Chemical Warfare Service for several years and after joining the staff of Technology he was stationed at the Bangor station of the School of Chemical Engineering Practice from 1920 to 1922. From 1922 to 1923 he was at the Boston station of the school, and later was in charge of the Technology Chemical Engineering Practice School at the Lackawanna plant of the Bethlehem Steel Company at Buffalo. He has been Associate Professor of Chemical Engineering Practice and Director of the School of Chemical Engineering Practice since 1927.

George Rutledge of the Department of Mathematics was promoted to the rank of Associate Professor of Mathematics, and the following were promoted to the grade of assistant professor: Martin J. Buerger, Mineralogy; James L. Entwistle, Electrical Engineering; Glennon Gilboy, Foundation Engineering; and H. C. Willett, Meteorology.

Edward P. Warner, formerly head of the Department of Aeronautical Engineering, and Assistant Secretary of the Navy, who resigned to enter business, was appointed non-resident professor of aeronautical engineering. Otto C. Koppen and Richard H. Smith were appointed associate professors of aeronautical engineering, and Joseph S. Newell was made assistant professor of aeronautical structural engineering.

Other appointments were W. P. Fiske, Assistant Professor of Accounting; Richard A. Wilkins, Assistant Professor of Chemical Engineering; W. L. Whitehead, Lecturer in Geology; A. V. Smith, Assistant Superintendent of Buildings and Power; and F. G. Hartwell Manager of Dormitories and Walker Memorial.

CATHOLIC STUDENTS HOLD FIRST MEETING

Faculty Members Address Recent Initial Get-Together

Over 100 students turned out, last Wednesday evening, for the first super-meeting held by the Catholic Club this year in North Hall of Walker Memorial. After dinner talks were given by Professor Matthew R. Copithorne of the English Department, Mr. Jeremiah F. O'Neill of the Department of Mechanical Engineering, the Rev. Richard J. Quinlan, Spiritual Director of the Club, and Brother Gilbert, the principal speaker for the evening.

Directly after the dinner every man, and a few co-eds, introduced himself, stating his class and home-town, which soon created a very agreeable spirit of good fellowship. This was followed by a short summary of activities, planned for the coming year, given by R. Ingram, Vice-President, after which Norman F. O'Shea, President of the Club, introduced the speakers.

Every speaker expressed the need for a larger membership. Of the 500 Catholics at the Institute, they said only about 100 are members of the Club. Brother Gilbert discussed the great contributions made by Catholics in the realm of science. He also stressed the many advantages offered by Technology, and told the members to take full advantage of all these opportunities. The meeting broke up about 9 o'clock with the singing of the Stein Song.

Crusaders Open Freshman Cross Country Season

Many Men With Previous
School Experience Report
For Daily Practice

With the start of the cross country season but two weeks away, the freshman team is rounding into good shape. The team has not yet been definitely picked and will not be for over a week. This is being done to give those men who have had experience and have not yet reported, the chance to compete for the positions. Those men are urged to report immediately as intensive training must be applied in order to get the men in shape for the first meet with Holy Cross.

Many men have already reported and are rounding into shape for their first encounter. Among those who show the greatest promise is H. I. Crane of Milton High. He ran the quarter mile at preparatory school but has shown up well in the longer distance. M. H. Kessler is following in the footsteps of his brother and competing for a position on one of the Technology track teams. Kessler ran cross country at Rindge Tech.

Malden High has produced one candidate for the freshman cross country team in R. Katz. L. H. Flanders comes to Technology from Monroe High School in New York where he ran cross country. M. J. Johnson ran the half mile at Dorchester High School. As his first attempt in college competition in track he has chosen cross country and is showing up well in this longer run.

One veteran of cross country comes to the freshman team this year in Rossa. Rossa ran cross country while attending school in the home land of cross country, France. The French are noted for being a nation that makes cross country the equal and even superior of all sports. As many as 1000 men and women have competed in a single cross country race in France.

R. G. McKay comes from Worcester Academy. He ran cross country there and comes to Technology with considerable experience. Cambridge High trained M. H. Marsters in cross country running. He competed for Cambridge while preparing for Technology. J. T. Turner prepared for Technology at East Bridgewater High School; while there he ran with the harriers.

There are still some vacancies on the team and all men who have had experience in middle or long distance running are urged to report to Coach Hedlund at the earliest opportunity. Hedlund is now formulating the plans for the freshman trip to New York in November. The freshmen will accompany the Varsity to the I. C. A. A. A. meet at Van Cortlandt Park.

Show Smoker Is For All Students

October 16 Last Day to Hand
In Skits and Music for
1930 Production

Tech Show for 1930 will entertain the new men at the Institute and other students interested in the work of the organization at a smoker which will be held at 8 o'clock in the North Hall of Walker on Wednesday evening, October 16. This will be the last chance to hand in skits for this year's show and men who have acts in the process of being written are urged to finish them as rapidly as possible.

At the smoker members of the Senior Managing Board will speak on the work offered by the different departments. A tentative program of events will also be announced. The gathering will be entirely informal as the purpose of the meeting is to give the new men an opportunity to get acquainted with the men connected with the show. Refreshments and smokes will be served during the course of the evening.

There are several positions open for Sophomores at this time in Tech Show as well as many for freshmen. These jobs include work in all departments of the show. Students wishing information should call at the office, Room 301 Walker Memorial, any day after 5 o'clock.

Program of Events Scheduled for All-Tech Smoker in Walker Tonight

- 6:30 Dinner for freshmen and Transfers.
- 7:00 Speeches on Activities.
Dr. John A. Rockwell '96—Athletics.
Professor Winward Prescott—Publications.
Professor Robert E. Rogers—Musical Clubs and Tech Show.
- 7:30 Recess to Activity Offices.
- 7:30 Exhibition of Sports in Gym.
- 8:00 Program in Main Hall for entire student body.
- 8:30 Presentation of Key to Walker Memorial by Alexander Macomber '07 and acceptance of the key by John F. Bennett '30 for the Undergraduates.
- 8:40 Presentation of the Schwartz medal by Dr. John A. Rockwell '96.
- 8:45 Presentation of the Technique Cup by Edgar M. Hawkins '30.
- 9:00 Moving Pictures.
- 9:40 Technology Songs.
- 10:00 Cabaret and Vaudeville Acts.
- 10:50 Raffle.

DEMONSTRATION HELD BY WELDING SOCIETY

Arc Welding and Oxy-Acetylene Cutting are Discussed

Demonstration and lectures on Structural Steel Welding and Cutting drew a large audience yesterday afternoon and evening, when the Engineering Societies of Boston held a meeting at Technology. The demonstrations were put on by the Boston Section of the American Welding Society.

The program began at 2:30 o'clock, when Mr. C. W. Babcock Chairman of the Boston Section of the American Welding Society made the opening remarks, and explained the purpose of the various demonstrations.

Mr. F. T. Llewellyn, President of the American Welding Society, next gave a short talk. Mr. Llewellyn presided at yesterday's meeting.

Dr. Samuel W. Stratton, President of the Institute, spoke a few words of welcome to the guests.

Prof. Edward F. Miller of the Mechanical Engineering Department spoke on the various aspects of engineering in general, and its relation to Technology in particular.

Mr. Alfred Kellogg, Chairman of the Engineering Societies of Boston, made a few remarks, and explained the purposes and organization of the Society.

Electric Arc Welding was discussed by Prof. Frank P. McKibben of Black Gap, Pa., and by Mr. A. M. Candy of the Westinghouse Electric and Manufacturing Co. Both men spoke on the most recent developments in electrical welding, and each gave a general discussion of the merits of this kind of work.

Mr. J. J. Crowe, of the Air Reduction Sales Company, presented a paper on the Gas Cutting of Steel, speaking of the advantages of cutting by this method.

A paper on Fabrication, delivered by Mr. P. J. Horgan of the General Electric Company, concluded the program.

'TECHNOLOGY SONGS' STILL BEING SOLD

Sales of the Prize Song Books are increasing at a satisfactory rate, according to William E. Jackson of the Information office. Every student is strongly urged by Mr. Jackson to secure his copy of the song book, as 1,200 copies remain unsold, and it is expected that there will be a large demand for them later.

LECTURE ON IVY AT AMERICAN ACADEMY

Members of the Institute Chemical Society are invited to a meeting of the Northeastern Section of the American Chemical Society at the American Academy of Arts and Sciences tonight at eight o'clock. Professor G. Albert Hill will speak on the subject of "Poison Ivy—the Three Fingered Villain". Dinner will be served at the Hotel Brunswick at 6:30 o'clock to members who will be present at the meeting.

O'Brien Derides Political System

Civil Engineers Convened at
The Statler Hear Intimate
Of Presidents

"Of all the positions acquired by mere chance and lottery, the presidency of the United States is the most glaring example," stated Robert Lincoln O'Brien in his after-dinner address to the American Society of Civil Engineers at the Statler Wednesday evening.

Mr. O'Brien, editor and publicist, was personal secretary to President Cleveland, for many years a Washington press correspondent, and later editor of the "Boston Herald," and his talk was interspersed with many personal anecdotes gleaned during his contacts with political personages. He was introduced to the assembly by the Hon. Charles R. Gow, member of the society, post-master of Boston, and Technology professor in the Department of Humanities.

Three hundred and thirty members and their guests were seated for the formal dinner in the Imperial Ballroom of the hotel. The meeting finished the first day of the three-day convention.

In his speech, "The Procession of Presidents," Mr. O'Brien made derisive comment on the whole election system. "Upon what small things the serious events of our country depend," he said, and went on to tell how an address delivered by a beautiful actress swayed the Republican convention from nominating Lenroot for the Vice-presidency. Coolidge's success, he claims, had its beginning at that convention, for from it the last President rose to his world-wide fame.

Pointing out with his satiric humor the obvious short-comings of the present system, he assured the listeners that they had nothing to fear in the way of radical change. He feels that the present system of the electoral college will remain, for the commotion of confused general balloting which would necessarily replace it could never gain popularity.

PHOSPHORUS HOLDS OPEN HOUSE TUESDAY

Phosphorus has invited all students interested in Voo Doo to a smoker which will be held at 7:30 o'clock Tuesday night in the North Hall of Walker. Absolute informality will prevail and smokes and refreshments will be served during the course of the evening.

Professor Winward Prescott, of the Department of English at the Institute, will be the main speaker of the evening. He will be introduced by Charles T. Dwight '30, General Manager of the publication. Following these several members of the managing board will speak on the opportunity offered by Voo Doo for interesting work and a good time while doing it.

SMOKER STARTS AT 6:30 WITH DINNER FOR NEW STUDENTS

Sports, Vaudeville Acts, Movies
And Speeches to Afford
Entertainment

RAFFLE CLOSES PROGRAM

Technique Cup to be Awarded
To Highest Point Scorer
On Track Team

Walker Memorial will be the scene of an evening filled with entertainment and enjoyment for all the undergraduates when the All-Technology Smoker takes place tonight. Over 600 freshmen and transfers will be the guests at the Institute's first social function of the year.

Professor Robert E. Rogers of the English department will give an after-dinner speech on the Musical Clubs and Tech Show. He will be followed by Professor Winward Prescott also of the same department who will speak on the various publications at Technology. Dr. John A. Rockwell '96 will conclude the speeches by telling the new men what they should know about Athletics at the Institute.

At 7:30, the doors of Walker Memorial will be thrown open to all the undergraduates at Technology. At the same time, those attending the dinner will have an opportunity to visit the various activity offices. There will be student leaders of these activities present to explain anything that the curious may wish to know, and an attempt will be made to interest as many as possible in these undertakings.

Those interested in sports may go up to the Walker Memorial Gym where an exhibition of the gym, wrestling, and boxing teams will be presented. Some of the point winners on the gym who scored in the intercollegiate will be there to give a special demonstration.

After the conclusion of the sports program, a general assembly will be held in the Main Hall at which time the key to Walker Memorial will be presented by Alexander Macomber '07 to John F. Bennett '30 for the student body. The presentation of the Technique Cup to the man who has scored the most points on the track team and the Schwartz Medal to the man who has been judged the best athletic manager will follow.

Various vaudeville acts will then be presented with three cabaret girls as the leading attractions. Technology songs will be sung throughout the evening which will give the new men a chance to show how much they have learned about Technology. As usual the evening's entertainment will be concluded by a raffle the nature of which is being kept a secret.

JAPANESE SAILORS VISIT TECHNOLOGY

Admiral Goto '11 Sends Cadets
To See His Alma Mater

Cadets of the Japanese Navy came to visit Technology yesterday as guests of the President on their tour around the world. Their boat is stationed in New York and they came to Boston by train at the suggestion of Admiral Kaneko Goto '11 who wished them to see his Alma Mater.

Admiral Goto was a graduate in Course II and wanted to give the cadets the opportunity of seeing a large American engineering school. The heads of each department saw that there was some one to show them the work and research of the department. The men were highly decorated and wore uniforms of navy blue and officer's hats. They were especially interested in the welding which was going on.

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Automotive Lab Obtains Engines For Experiment

Wright Engine Donated to the Institute by the Navy Department

Technology's new Automotive Laboratory is the scene of great activity. Amid the din of high speed motors running and of men working on steel the onlooker is forcibly impressed by the fact that here is something doing. Although the equipment is not entirely organized as yet, many of the engines are set up for experimentation and the others are being worked on daily. The majority of the engines came from the former Laboratory and have been described in previous issues of THE TECH, but there are three new projects under way that offer interest. One of these, an eight cylinder V-type Wright engine, was presented by the Navy to Technology for use in its Laboratory. The motor is one of the last models manufactured by the Wright Corporation before producing the air-cooled motor. It is resting on a steel platform awaiting its turn to be hooked up for experimentation.

Air-cooled Diesel Engine
A very interesting unit is one that has a great many contrivances about it, and is a demonstration of an air-cooled Diesel engine. The head of the engine is enclosed in direct line of a forced draft made by a blower, with an outlet through a nearby window. This head has been placed on a block with specially made pistons.

The third unit is that of a common type motor fitted with a variable-compression head made in the Laboratory. Attached to the head is a gauge used to experimentally determine the character of the compression within.

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CANNED HEAT.

TO all who have listened to the famous stories of Professor Miller delivered in his courses in Heat Engineering, it seems a pity that such instructive stories should be denied the general public. This is but an example—Technology is full of men whose lectures would have a quick appeal even to the average layman, and yet whose words lose their brilliance when printed in the prosaic style of textbooks. If these talks were recorded on phonograph records, the personality of the speaker would be retained, these worthwhile talks would be available to the public, and would be found immensely valuable.

The idea of recording these talks is not as preposterous as it might at first seem. On the subject, "The London Spectator" in a recent article says, "Nothing can replace the personality of a good teacher, but how can we expect that this rare gift, rendering its possessor pre-eminent in any walk of life, should become the especial prerogative of the class-room?" The possibilities of education by "gramophone" have been recognized in England, and great steps have been taken in popularizing the idea. Records of some of the most famous men in the British Kingdom are now available—such notables as Sir Oliver Lodge, John Drinkwater, Professor Huxley, Sir Eric Drummond and Lord Cecil. These world-renowned men realize the supreme worth of the plan, and by their co-operation their views on psychology, philosophy, sociology, politics or religion are available in a fresh form to everyone.

Continuing, our English contemporary states, "We use our eyes so much that the mind becomes deadened to impressions through that gate." That is not merely an English difficulty. Reading grows tedious for anyone—we become immune to print. Yet if it were possible to choose, as the mood dictated without the unreliability and imperfection of the radio, the work of some great man, how much our interest in things scientific would be heightened.

The acceptance of the English plan has been world-wide. Included among those who have installed phonograph libraries are the Universities of Texas and Montana in this country, and numerous political and educational institutions throughout the British Empire.

In conclusion, the British publication says, "Those with ears to hear and a few sixpence to spend on a new thing should realize in themselves how light and learning may spread in the coming years." It seems most appropriate that Technology should assume its rightful leadership in the Americanization of this splendid idea.

What could be more in keeping with our ideals than a series of records by Technology professors? To make suggestions as to the personnel of the group would require pages. But any department here is concerned with matters which would be fascinating to the world at large, besides introducing Technology to thousands.

TECHNOLOGY SMOKER

TONIGHT marks one of the major social events on the Technology Calendar—the All-Technology Smoker. For freshmen and transfers the Smoker is an opportunity to meet not only the members of their own class, but also the more important men about the Institute. At no event of the year is the Spirit of Technology quite so much in evidence, and it is a pleasurable duty for the Upperclassmen to attend as well as the freshmen.

From the start the program promises to be an interesting one. The committee planning the entertainment has seen to it that the program is well balanced, and the mistakes of other years have been profited by. Professor Robert E. Rogers and Professor Winward Prescott have always proved highly entertaining speakers, besides leaving the audience with a little food for thought. These two are among those who are to speak to the freshmen after the banquet. Professional entertainment will be employed as usual, and raffles promise to add zest.

The fact that the banquet is free to the new men is an encouragement that cannot be overlooked, and the man who has not obtained his ticket has denied himself an opportunity.

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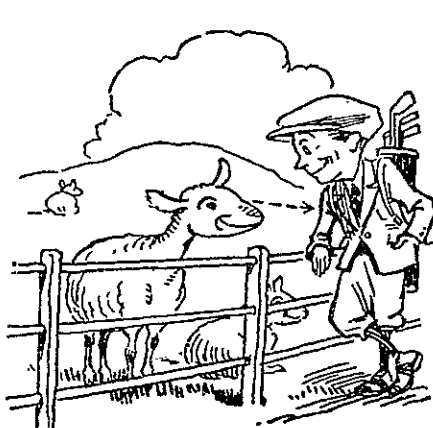
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Brown University Opens Technology Football Season

Freshmen to Meet Dartmouth At Hanover Next Saturday In First Game

Brown University will open the Varsity soccer season tomorrow afternoon at two o'clock. The game will be played on the Coop Field. Last year Brown defeated the Technology booters by the score of three to one but it is hoped that the tables will be turned this year.

Many letter men of last year are back on the team again this year and the team is also swelled by the addition of a number of men from last year's freshman team. Captain Ed. Hawkins will lead the men this year. It is urged that all men interested in soccer report to the coach immediately as the season is well under way already.

Dartmouth will be the first opponents of the freshman soccer team this year. They are scheduled to meet the Technology booters on October Nineteenth at Hanover. So far the interest displayed by the new members of the Institute undergraduate body in soccer has not been very intense. It is hoped that more men will report as an attractive schedule has been prepared for them by Assistant Manager James.

Coach Welch has issued a call for candidates and wishes all men who have had any experience or would like to try out for the team, to report on the Coop Field any afternoon after four o'clock. Positions for freshman managers are also open for competition and it is hoped that all men interested will report to either the coach or one of the managers.

The following schedule has been arranged for the freshman team:
Oct. 19 Dartmouth at Hanover.
Oct. 26 Harvard at Harvard
Nov. 2 Andover at Andover.
Nov. 9 Quincy at Quincy.
Nov. 16 Dean Academy at M. I. T.

75 Sign Up For Annual Singles Net Tournament

Doleman, Winner of Last Year Is Seeded First Among Eight Stars

Technology is assured of an interesting Fall Tennis Tournament this year, according to Manager Harry Smith, who also states that unless individual players finish their matches within a reasonable period, arbitrary handling will be used by the committee in charge.

Seventy-five players have signed up for the singles championship, in comparison with about one hundred who entered last year. This decrease is due partly to the fact that the entry list was held open for only one week this year.

Many Enter Doubles

There was also a good response for the doubles matches which were introduced this year for the first time. Dates for the five doubles rounds were posted today on the bulletin board opposite the Cashier's office, where the singles list has been displayed for several days.

Eight players were seeded in the following order: Paul Doleman, G. winner of last year's tournament; Thomas Wigglesworth, '30, finalist last year and present team captain; John Cleary, '30, captain of last year's team; Frank Dame, '31; Harold Searles, '30, runner-up in the recent New Bedford City Tournament; Vic-

tor Studley, '31; D. W. Bender, '33; and Robert Semple, '32.
Most promising of the doubles teams are Captain Wigglesworth and Cleary; Searles and Studley; and McCaskey and Lykes.

TECHNOLOGY DAMES

Wives, mothers, and sisters of students registered or doing research work in any department of the Institute are all cordially invited to attend a meeting of the Technology Dames in the Emma Rogers room, building 10, at 2:30 o'clock Monday Oct. 21.

MORTAR AND BALL TO HEAR NAVAL OFFICER

Commander Davis, of the U. S. Navy, will talk at a smoker of Mortar and Ball, in the Walker Memorial lounge, Tuesday night at 7:30 o'clock. The meeting will be open to every one interested. The speaker, very well known in naval circles, was active in North Sea patrol during the world war. Later during the war he was connected with the Brest and Bordeaux convoy. Commander Davis was also, at that time in charge of the famous mystery ship, George Whittemore, off the coast of North America.



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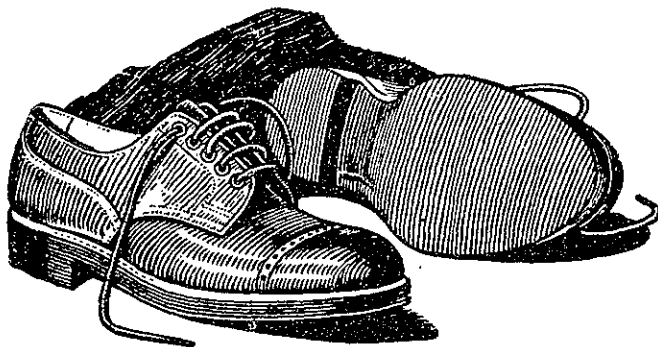
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THIS is the blue suit which satisfies more Coop members than any other—partly because we sell so many of these suits—partly by featuring it to make friends—we keep this suit marked at the special \$49.50 price. Even with our moderate prices for clothing we could feel justified in asking this price for the same suit, with only three pieces.

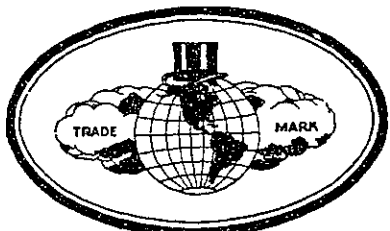
The Cheviot is a splendid long-wearing woolen fabric. It does not get as shiny as a blue serge, and at the same time will long outlast soft, unfinished worsted.

We invite comparison of Quality
and Price, without any considera-
tion of Dividend, but you get a
Dividend too, if you are a
Member.

The Coop

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You are just as much a member here as you are at
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Manufacture

Coats

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Cloth Coats

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Suits

for Dress and Sports wear

Caps Gloves Neckties

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BOSTON

Notices—Announcements

OF GENERAL INTEREST

Hydraulic Turbines—Dr. Ing. D. Thoma
Monday, October 14, 2 P. M.,
Room 1-190

Dr. Ing. D. Thoma, Professor of Hydraulics, Water Power Machinery and Water Power Plants, and Director of the Hydraulic Institute at the Technische Hochschule of Munich, Germany, is presenting a series of illustrated lectures on Hydraulic Turbines and Related Subjects in Water Power Plant Design. The topic of his fourth lecture will be "The Hydraulic Storage of Energy." The lecture will be illustrated by moving and still pictures.

The lecture is open to students and members of the instructing staff.

Undergraduate

CREW

Any freshman interested in the competition for the freshman crew managership is urged to report any night after five o'clock at the boathouse to Manager Genrick.

P. T. SUBSTITUTION

All freshmen desiring to substitute crew for P. T. can do so by signing up any day in MacCarthy's office in the Walker Gymnasium between 9 and 12 o'clock. Medical certificates will be required.

Intercollegiates

The popular idea that college youths have plenty of spending money given to them by their indulgent parents does not agree with the figures given out by the Alumni Bureau of Occupations of the University of California, which reports that last year the students there earned a total of more than one million dollars while taking regular college courses.

Five thousand students, or 75 percent of the entire student body are said to be either totally or partially self-supporting.

The rate of enrollment in American colleges has fallen off sharply in the last two years, indicating an end to the universal post-war rush to enter college, according to a report quoted in the Columbia "Spectator". The principal reason assigned for this change is the great increase in the number of junior colleges, although recent immigration restrictions, limiting admission of students from other countries, has also played a considerable part.

Dr. Charles E. Beury, President of Temple University, in stating the views a college man should have, says that "high hats" and "high brows" will never take the place of earnest conscientious effort on the part of an undergraduate.

In the first "orientation lecture" to the freshmen of Columbia, President Butler stressed the importance of broad-mindedness. He recalled to them the old Hebrew saying, "Get Wisdom, but with all thy getting, get understanding".

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Special Tables for Students

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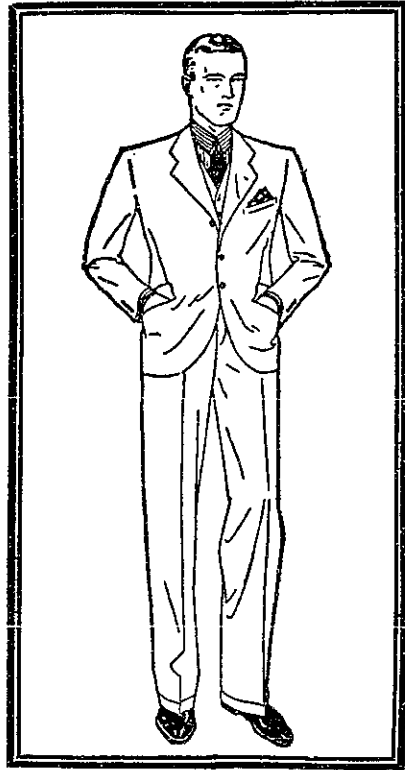
60 Central Street
Wellesley 1089

Reservations for Special Parties

Walton Lunch Co.

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139 CONGRESS STREET
8-9 TREMONT ROW
332 MASSACHUSETTS AVE.
19 SCHOOL STREET
437 BOYLSTON STREET
34 BROMFIELD STREET
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204 DARTMOUTH STREET
105 CAUSEWAY STREET

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OFFERS AN EXAMPLE
OF THE TYPE OF GAR-
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EFFECTIVE FOR FALL
USAGE AMONG COLLEGE
MEN. THE LINES ARE
ENTIRELY CORRECT AND
FOLLOW AUTHORITATIVE
DICTATION. THE VA-
RIETY OF WEAVES FROM
WHICH SELECTIONS MAY
BE MADE IS VERY BOUN-
TIFUL. INTEREST IS ALSO
SOLICITED FOR CRAVATS,
SHIRTS, WOOLIES, HATS,
CAPS, FOOTWEAR AND
VARIOUS OTHER INCIDENT-
ALS OF CORRECT DRESS.



Turn the light on the Truth!

It's just naturally good tobacco—not "artificial treatment" that makes OLD GOLD gentle to the throat and better to the taste

No one cigarette-maker has any monopoly on the heat-treatment of cigarette tobaccos.

For heat-treating is neither new nor exclusive. It has been used for years by practically all cigarette-makers to "set" and sterilize their tobacco

But OLD GOLD'S goodness does not depend on artificial treatment. It is the product of naturally good tobaccos . . . carefully selected for

mildness, smoothness and flavor. Tobaccos made free of "throat scratch" by Mother Nature herself.

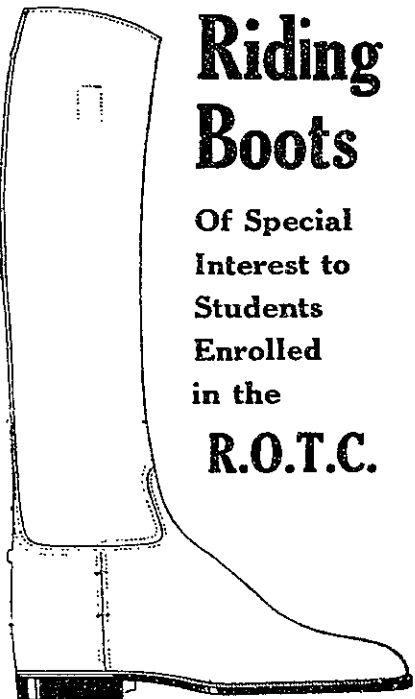
Try a package. You'll immediately get the thrill of this smoother and better cigarette. And you'll know then why OLD GOLD'S sales are ALREADY THREE TIMES GREATER than the combined growth of three leading cigarette brands during a like period of their existence.

Better Tobaccos make them smoother and better . . . with "not a cough in a carload"

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